Executive Offices

- Yesterday, EVP Nancy Somerville, Hon. ASLA, presented at the 2019 Future City Competition in Washington, D.C. As a new partner of Future City, ASLA sponsored the “Best Integration of Nature-Powered Solutions Award.” Career Discovery and Diversity Manager Lisa Jennings coordinated ASLA participation in the event.

- The Chinatown Green Street Task Force held a conference call with the Design Workshop design team to review the public space drawings, target performance monitoring expectations, and discuss management options for the project’s construction phase. Members of the task force include President Shawn Kelly, FASLA, Immediate Past President Greg Miller, FASLA, President-Elect Wendy Miller, FASLA, Past Presidents Tom Tavella, FASLA, Mark Focht, FASLA, Chad Danos, FASLA, Vaughn Rinner, FASLA, and other members with expertise in the field.

- Executive Offices and Communications staff are refining plans for development of an online and physical exhibition related to the Smart Policies for a Changing Climate report. The exhibition is partially funded by a grant from the National Endowment for the Arts (NEA). Plans are to have the exhibition in place by the spring meeting. Executive Offices, Education, and Communications staff also met to develop a career discovery-related grant request for the next NEA grant cycle.

Government Affairs

- Last week, the Senate overwhelmingly voted to pass S. 47, the Natural Resources Management Act, also known as the public lands package, in a 92-8 vote after overcoming several attempts to derail the bill through amendments proposed by Senators Mike Lee (UT) and James Lankford (OK). As a part of the public lands package, the popular Land and Water Conservation Fund (LWCF) program would be permanently authorized and the Every Kid Outdoors Act would be reauthorized. The public lands package is now in the House of Representatives and votes could come as early as February 25. Send a message about LWCF to your House of Representatives member today!

- Thanks to ASLA’s and allied organizations’ grassroots and advocacy efforts, the House of Representatives overwhelmingly passed H.R. 831, the Reviving America’s Scenic Byways Act, by a vote of 404-19. The bipartisan measure, sponsored by Representatives David Cicilline (RI) and Garret Graves (LA) would reopen the National Scenic Byways Program for new nominations. A companion bill, S. 349, was introduced in the Senate by Senators Susan Collins (ME) and Ben Cardin (MD). ASLA will continue to work with Scenic America and coalition partners to continue to move the measure through Congress. Additional advocacy efforts are needed in the U.S. Senate to move this bill to the Senate floor for action. Please send a message about the Scenic Byways program today!

- As of February 15, State Government Affairs is tracking 117 occupational licensing bills in 38 states. Occupational licensing legislation is associated with deregulation trends, such as the “Right To Earn A Living Act” model legislation, occupation licensing reviews/studies, and the Consumer Choice Act model legislation. Additionally, ASLA has seen occupational licensing legislation trends focused on licensure reciprocity of military members and their spouses, and bills restricting the use of prior criminal history in the granting of licenses.

- Last week, legislation was introduced in Illinois that would create a practice act for landscape architecture. Illinois is one of three remaining states operating under a title act. Additionally, members from the Nevada Chapter and the Nevada State Board of Landscape Architecture (NSBLA) testified on S.B. 125 at the Senate Committee on Commerce and Labor. Senate Bill 125 would revise
provisions governing the forms of payment authorized to be accepted, authorize a fee increase, and revise provisions governing the review of complaints filed with NSBLA. Stanton Southwick, ASLA, and Ellis Antunez, FASLA, answered committee questions regarding the number of licensees supervised in Nevada and if the fee increase would dissuade anyone from seeking a license. Melinda Gustin, Associate ASLA, the board’s president, was also present in support of the bill.

- The next ASLA-CLARB Web Licensure Summit is coming soon! Register here to join the event on February 28 at 3 p.m. EST. The web summit will feature an update on the current state legislative session, ideas for using resolutions as advocacy tools and more, and updated resources to continue licensure education and defense efforts.

**Finance, Meetings, and Business Operations**

- Field work for the Society’s financial audit began yesterday with a conference call with Finance VP SuLin Kotowicz, ASLA, Audit Committee Chair Bob Goldie, FASLA, and the Audit Committee members. Audit calls will continue until presentation of the audit to the BOT at the Spring Meeting.

- CFO Mike O’Brien, Hon. ASLA, and the Accounting staff are working on the January close.

- The registration link for the 2019 ASLA spring meeting and advocacy day will be sent to the Board of Trustees and Chapter Presidents Council on Monday. For questions about registration, please contact Meetings Manager Kelli Bland. For questions related to advocacy day, please contact Federal Government Affairs Manager Daniel Hart.

- The 2019 LAM advertising contracts represent 70 percent of the budget.

- The 2019 San Diego EXPO has 245 exhibitors, signed with revenue totaling 80 percent of the budget.

**Landscape Architecture Magazine**

- This week, the LAM staff is focused in part on accommodating a new address-label requirement by the magazine’s co-mailing subcontractor. This is not by choice, and frankly, not welcome, but paper labels are going the way of the land line. The mailing company is suddenly requiring that all titles it ships have an open white box in the lower left-hand corner for ink-jet printing of subscriber addresses. This arrangement conflicts in LAM’s case (and others) with the space reserved for the two bottom-most blurbs. Alternative options include: a “false” heavy-paper cover that pulls off to preserve the real cover or a “belly band” of paper wrapped around the magazine’s midsection. There will be no returning to poly-bagging the magazine, having ended that practice in 2018.

**Public Relations and Communications**

- ASLA issued a statement expressing its position on the Green New Deal resolution that was introduced last week in the House of Representatives and the Senate. The statement discussed the significant overlap between the broad goals of the climate-related provisions of the resolution and ASLA’s own Blue Ribbon Panel report, Smart Policies for a Changing Climate. It stated that “ASLA supports the underlying principles of the GND resolution that relate specifically to climate change and resilience, and we are pleased that it has served to stimulate public debate about the accelerating climate crisis.”

- ASLA is gearing up for World Landscape Architecture Month in April. A different chapter will take over ASLA’s Instagram account each day during the month to showcase the best of the profession in
their local areas. Reservations for specific dates can be made by chapters on a first come, first served basis. The chapter sign-up sheet can be found here.

- To inform the planning process for major long-term revisions to asla.org, **ASLA is gathering information from the website’s users about their perceptions and preferences**. You are urged to **take a few minutes and fill out the online survey** designed to help us improve ASLA’s most important communications vehicle. A link to the survey can be found in the main rotating banner at the top of the asla.org homepage, or can be accessed directly here.

**Member and Chapter Services**

- **Last week, the LARE Prep Committee presented LARE Prep Week**, a series of five webinars covering all four sections of the licensing exam, plus an introductory webinar to review study strategies and other overall concepts. The sessions were purchased by 225 individuals, 116 of whom purchased more than one session (41 purchased all five sessions). The webinar recordings will continue to be available for purchase in ASLA’s Online Learning catalog.

- **Last week’s CPC Winter Webinar** topics included a debriefing from the Public Awareness Summit and preliminary results from chapter annual reports. The webinar was recorded and is being processed for posting to CPC Central later this week.

**Information and Professional Practice**

- On February 15, the **Professional Practice Committee accessibility working group** held a call to coordinate efforts for delivering professional development opportunities and resources on ADA accessibility to members. Sr. Manager Riddle, ASLA, hosted the call with members of this working group, which included Emily O’Mahoney, FASLA; Jeffrey Tandul, ASLA; Jason Radice, ASLA; and Andrew Braley, ASLA.

- The **New Mobility and Emerging Technologies Subcommittee** held its monthly conference call last week, which focused on goals for the upcoming year, including collaborations with allied organizations and conferences. Subcommittee Chair Jean Senechal Biggs, ASLA, Director Susan Cahill, Hon. ASLA, and Manager Ali Hay conducted the call.

- Multiple PPNs held their monthly leadership calls to review 2019 goals, activities for local chapters, and engagement opportunities with emerging professionals. The **Sustainable Design and Development PPN** began work on a **revised client-focused SITES® slide deck**. This tool will be available to members looking to engage clients in SITES project certification and to advocate for the rating system.

- Today, Emily McCoy, ASLA, presented her recently published **LATIS report, A Landscape Performance and Metrics Primer for Landscape Architects: Measuring Landscape Performance on the Ground**, via the ASLA Online Learning series to 50 registrants. The live webinar, moderated by Vaughn Rinner, FASLA, was available for 1.0 PDH (LA CES/HSW) and 1.0 SITES-specific GBCI CE hour. After a promotional communication was released to members last week, **LATIS daily downloads hit a second all-time high of 238**. Almost every visitor to the LATIS website downloaded one additional LATIS report along with the newest LATIS on landscape performance.
Education and Marketing

- The LA CES Administrative Committee held its quarterly conference call on February 14 to brief the committee on the database upgrades in 2018 and the outreach campaigns aimed at lapsed providers, active providers, and LA CES attendees in 2019.

- The Landscape Architecture Continuing Education System™ (LA CES™) has 251 active providers offering 1,404 courses. There are two new provider applications pending review.

- Manager Jennings, with PR and Communications, launched the ASLA Celebrates Black History Month web page to demonstrate ASLA’s long-standing recognition of the contributions made by African Americans in landscape architecture.

Deadlines and Reminders

- The Leadership Calendar can be accessed on the web.